

November 2004

If Rumors Were Horses

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Against the Grain

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TM

NOVEMBER 2004

Against the Grain

"Linking Publishers, Vendors and Librarians"

Budgets, Budgeting, and Books

by **Thelma Diercks** (Head, Acquisitions Department, University of Hawaii at Manoa Library)
<thelma@hawaii.edu>

Like ocean tides rising and falling in response to phases of the moon, library budgets have their ups and downs. Unlike ocean tides, the rising and falling of library budgets are not as predictable as tides. Affected by both internal and external forces, increases or decreases in library budgets are often beyond the control of librarians. That portion of the total library budget allocated for the purchase of library materials, books in particular, is the focus of this issue of *Against the Grain*.

The library materials budget is the schooner navigating the rising, falling, undulating ocean waters of the budget. Rarely are the waters placid and calm, more often the seas are choppy and rough. The navigator, responding to shifting winds, must make decisions about directions — which route to take. (As I write, I am listening to **Maurice Ravel's** *Une barque sur l'océan* which, without a doubt, inspires this metaphor.)

In some distant past, the *barque* carried two primary types of cargo: monographs and serials. In addition to monographs and serials, today's materials budget may include binding, interlibrary loan, document delivery, and the heavyweight newcomer electronic resources. The challenge facing twenty-first century librarians is the loading of the sailing vessel — how many books, how many serials, how many electronic resources — as today's materials budget must be divided in at least three ways.

"When I get a little money I buy books; and, if any is left I buy food and clothes." (Desiderius Erasmus, 1466-1536) A librarian today might decide, "When I get a little money, I buy more serials and electronic resources; and, if any is left I buy some books." If, as the **2004 Charleston Conference** theme states, "All the World is a Serial," *Against the Grain* asks, "Where have all the books gone?"

Beginning in fiscal year 1986/1987, the **ALCTS/CDMDS Chief Collection Development Officers of Large Research Libraries Discussion Group (CCDO)** started collecting budget data from the 40 largest research libraries in North America using the *Library Materials Budget Survey (LMBS)*. In 1998, the LMBS was sent to the full membership of the **Association of Research Libraries**, more than one hundred libraries. Results of the Surveys can be found at <http://www.arl.org/scomm/lmbs/> for fiscal years 1996-2001. Each Survey includes a Narrative Summary Report and a Detailed Historical Spreadsheet.

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If Rumors Were Horses

Talk about a gaffe! Just as the September *Against the Grain* was hitting mailboxes announcing the splendid **Bob Schatz'** presidency of **Franklin Book Company**, news reached us that **Franklin Book** had closed its doors abruptly on Monday, September 27! All employees of **Franklin** were told that their jobs were ended and that the company was closing immediately. But, just as we were going to press, *Against the Grain* received the news from **Stephen Wilson** (Group Managing Director, **Coutts Information Services**) <swilson@couttsinfo.com> that **Coutts Information Services** has been in communication with the attorney(s) for **Mr. Manny Deckter**, **Franklin's** former CEO, **Mr. Michael Hynes**, Cozen, O'Connor Attorneys, 1900 Market Street, Philadelphia, PA 19103. Within the last few days, **Coutts Information Services** has come to an agreement that allows **Coutts** to have access to **Franklin's** systems and customer lists, including their approval plan profiles, open firm orders and

standing orders. **Coutts** is prepared, and fully capable, to fill all orders placed with **Franklin Book**, both firm and standing, and to maintain **FBC** approval plan profiles. As such, **Coutts** will be in direct contact with former **Franklin Book Company** customers in the coming days and weeks to describe how **Coutts** can assist them in their current dilemma. **Coutts** is a \$100 million company concentrated solely on bookselling and library supply, with offices in North America and Europe. The North American office is staffed by over one hundred thirty people, comprised into experienced work teams concentrating on firm orders, standing orders, comprehensive approval plans, cataloging and technical services, IT, management, and sales. As a result of discussions separate from **Franklin Book's** legal issues, **Coutts** made an offer to **Bob Schatz** to become **Coutts' Director of New Business Development** for academic libraries in the U.S. **Bob** will work with **Coutts'**

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Speaking of Acquisitions, **R.R. Bowker** has acquired **Syndetic Solutions**, a provider of enriched content for a library's online catalog. Syndetic Solutions is widely recognized as the only company exclusively dedicated to providing data enrichment options for a library's online catalog. Enrichment options include cover images, summaries, fiction profiles, biography profiles, author notes, first chapters, excerpts, tables of contents, and book reviews. Under the agreement **Syndetic Solutions** cofounder, **Allan Graham**, and his team will join **Bowker**. The company will maintain its offices in Portland, Oregon where operations will continue under Allan's leadership.

www.syndetics.com

www.booksinprint.com

The other day, I was riding to Columbia for a **PASCAL** meeting with the vivacious **Kirstin Steele** (The Citadel) <kirstin.steele@citadel.edu>. We were meeting to discuss some proposals regarding purchases for the state of South Carolina. Anyway, Kirstin discovered that she had lost the diamond out of her grandmother's ring and was devastated. But! Here's a happy ending! She found it! Hooray!

Speaking of happy endings, the incredibly resilient **Deana Astle** <astled@mail.ecu.edu> is doing very well. She even went to Ohio for her mother's 90th birthday and had a family reunion with her three brothers who also were there. Deana will be at the conference so we can hear all about it!

The **Coalition for Networked Information (CNI)** has selected **Phillip M. Edwards** as the 2004 recipient of the **Paul Evan Peters Fellowship** for graduate study in the information sciences or librarianship. Mr. Edwards is currently in the doctoral program at the **University of Washington's Information School**, having completed his master's degree at Michigan in 2003. The fellowship, which was established to honor the memory of CNI founding Executive Director, **Paul Evan Peters**, recognizes outstanding scholarship and intellectual rigor, and also civic responsibility, democratic values, and imagination.

www.cni.org/pepfellowship/

I was talking to the vigorous **Paul Metz** by email last month. He was thinking of coming to the **Conference** to discuss a preliminary analysis on the **Ulrich's Serials Analysis System** of Virginia union holdings and possible policy uses of that data. **VIVA** was I believe the first state to load all its current subscriptions on the system and analyze them. In the meantime, "family" intervened. Oh well, we have to get him on the schedule next year!

Heard also from the energetic **Paul Ashton** <p.ashton@earthlink.net> who says this is a new earthlink address and he doesn't want to lose touch with any of us. So, write it in your address book!

Speaking of email addresses, we finally got **Walt Crawford's** <Walt_Crawford@notes.rlg.org> snail mail address changed in our database so he has received the last four **ATGs** all at once. He says that he will read them all before

the **Conference** where he will be presenting a paper with **George Porter** on "Free and Open Access Journals, Institutional Repositories, Electronic Theses And Dissertations."

Scirus, the science-focused search engine, received the 2004 "Best Directory or Search Engine" WebAward from the Web Marketing Association (WMA) in September. Entries were judged against ever-increasing Internet standards and peers on a worldwide basis, and the assessment included overall design, innovation, content, technology, interactivity, copywriting and ease of use. Over 1,500 entries from around the world were judged in this year's competition. Previous winners of these awards include **IBM US**, **Levi's**, **The New York Times**, **Kodak**, **Sony**, **Nike**, **Sprint** and **FedEx**.

Hotels in Charleston. Expensive. I was perusing the current issue of *Southern Living*. There is an article on **Two Meeting Street Inn**, a truly charming place. Room rates are listed from \$195-\$425 a night! Wow! You know what? My husband and I stayed in Two Meeting Street Inn in 1977 (I know, the dark ages) for \$15 a night! In fact, the room we were in had several other beds so we could have had a pajama party. Sheez, how times have changed!

Speaking of **Charleston**, there are over 661 people registered right now for the **Conference**. We are going to have a bang up time!

Plus, we have had a huge over-subscription for the **Gullah Culture** evening on Friday of the **Conference**. So much so, that we had to move the venue from the **Blacklock House** to **St. Matthews Lutheran Church**. The good news is that it is right behind the Francis Marion and much closer for those staying in the FM. There will be a map showing the location.

Pam Cenz <pamcenz@mail.uflib.ufl.edu> and **Susan Campbell** <scampbel@ycp.edu> were recently in Charleston to celebrate their birthdays and to brainstorm about their program in Charleston on moving a library. We had a great time together and hope to do it again next year! The weather was beautiful and Pam was glad to be avoiding hurricanes while she was up here. What a hurricane season it has been, especially for Florida!

And, just as we go to press, we have learned that **Scopus** will be sponsoring the **Charleston Conference Aquarium Reception**. **Scopus** is lauded as the world's largest abstract and indexing (A&I) database which links to libraries' entitled full text, is in its final phase of development, and is being made available for final testing to a select group of librarians. In fact, **Scopus** is officially launching Nov. 3 and already has five contracts. For a sneak preview link to a researcher at the **University of Toronto** at scopus.landingzone.nl/testimonial/. Researchers at the **University of Toronto** will be the first in the world to license **Scopus**, even prior to its commercial launch in November 2004. I was looking forward to the **Aquarium Reception** anyway, but this will be an added bonus. See you there! <http://www.news.scopus.com>

And, speaking of moving, even as I write, I am packing up my office in **Technical Services** to move to the new **Addlestone Library**. That is supposed to happen in two days. Gulp! It's going to be a new environment. The **Addlestone**

Library will not officially open until the 15 of January, 2005, so it remains to be seen whether or not we can have tours of the new building at the **Conference** or whether we will have to wait until next year. Stay tuned.

Have you heard the buzz about **Google Print**? The astute and wonderful **Joyce Ogburn** <jlogburn@u.washington.edu> told me to check this out. It was apparently one of the "buzzes" at Frankfurt in early October. **Google Print** is a new search engine that searches the content of books online. Check out this article in *The New York Times*, October 8, 2004, "New Google Service May Strain Old Ties in Bookselling" by **Edward Wyatt**.

<http://www.nytimes.com/2004/10/08/technology/08book.html?ex=1098252767&ei=1&en=4aeff3841767ef80>

And the amazing **Barbara Quint** already has a **NewsBreak** up on **Google Print**.

Visit www.infoday.com/

While we're on **Frankfurt**, according to **Peter Scott's Library Blog** there were more than 6,700 exhibitors from 110 countries and this year's focus was on literature from the Arab world. This was the **56th Annual Frankfurt Book Fair**.

<http://www.frankfurt-book-fair.com/>

<http://blog.xrefer.com/>

And this reminds me of **Ed Collieran** <ecollieran@copyright.com> who was off for **Frankfurt** just last week. But not before he completed **Desperately Seeking Copyright** (this issue, p.92).

In the twenty-first century, I think the title **It's a Mad, Mad, Mad World** should be changed to **It's a Lawyer's Lawyer's Lawyer's World**. Two articles in this issue of **ATG** (not to mention **Lolly Gasaway's** always-enlightening copyright questions and answers column, this issue, p.71) discuss the Internet and the difficulty of maintaining copyright using this new medium. See this issue, p. 68 (**Bryan Carson's Legally Speaking**) and **Ed Collieran's Desperately Seeking Copyright** (this issue, p.92). And, after reading all this, I am very interested to hear **Bill Hannay's Charleston Conference** paper on **Do We Need Copyright Anymore?**

Bob Molyneux, the wonderful and fantastic director of statistics at NCLIS, has just posted the results of ranking states in various ways regarding public libraries.

<http://www.nclis.gov/statsurv/NCES/stateranks/index.html>

Royal Swets & Zeitlinger Holding NV will strengthen its share capital by EUR 45 million. The shares will be privately placed with existing shareholders, including NPM Capital and Cobepa. The funds will be used to accelerate investments in e-services, strengthen the balance sheet, and provide a financially stable basis both for the coming renewal season and for the long-term future. Furthermore, the company has agreed to a multi-year credit facility of EUR 150 million with ABN AMRO and ING, which will guarantee prepayments of clients. At the recent shareholders meeting the 2003 annual accounts were approved. **Swets & Zeitlinger** recorded sales of EUR 986 million, an operating profit of EUR 8.5 million, and a net loss after

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Rumors

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exceptional items of EUR 11.0 million. The net result excluding one-off items of EUR 18.2 million was EUR 7.3 million.

www.swets.com

And we all know about the Swets news that came out over the Internet and liblicense. See **Becky Lenzini's Information Today NewBreaks** at <http://www.infotoday.com/newsbreaks/nb040927-1.shtml>

In this issue of *ATG*, **Tony Ferguson** and **Angela Ko** talk about the popularity of eBooks in China. And recently, I picked this up off the **E-books in academic libraries** listserv — <LIS-E-BOOKS@JISCMAIL.AC.UK> <http://enjoyment.independent.co.uk/books/news/story.jsp?story=565536>

On July 6, **Blackwell's Book Services** announced plans to implement a new order management and distribution system. **Dan Halloran** reports that **Blackwell's Book Services'** new system has been successfully installed and will provide the long-term benefits of speedier turnaround times, higher quality invoices, enhanced reporting capabilities, and increased functionality in Collection Manager. As with any dramatic technological advance there are initial adjustments, which they are currently fine tuning.

Speaking of e-products. I found myself nodding my head up and down more and more vigorously as I read **Eleanor Cook's** <cookei@appstate.edu> **Drinking from the**

Firehose column in this issue, p. 93. Providing access to e-journals is like providing access to an amoeba. Very slippery and close to impossible.

And speaking of **Project Muse**, **Duke University Press** has removed several of its titles from the database causing much consternation to many of us librarians (see **Eleanor Cook's Drinking from the Firehose**, this issue, p.93). Still, Duke has to stay viable as a press. **Steve Cohn** <stevec@duke.edu>, director of **Duke University Press** has released a frank and open letter to librarians. **Duke University Press' Donna Blagdan** <dblagdan@dukeupress.edu> will be leading a **Beastly Breakfast** discussion at the **Conference** on Saturday morning.

And more. **Project MUSE®** has added **Sherry L. Massoni**, **Bridget Beall** and **Desiree Cassidy-Hansen** to its staff. **Massoni** and **Beall** have taken the positions of Online Production Specialists II and **Cassidy-Hansen** will serve as the Metadata and Indexing Assistant. As Online Production Specialists II, **Sherry Massoni** and **Bridget Beall** join **MUSE's** online production team, responsible for converting files to HTML and running conversion programs that translate digital files for preparation of online editions of scholarly journals. **Massoni** and **Beall** also will be responsible for creating PDF files, proofing final files, cleaning up errors, and scanning and preparing images.

Thomson will be sponsoring a celebratory event in Tokyo on November 2, 2004 to honor the Japanese researchers who have been identified as leading Japanese scientists in emerging Research Fronts. Developed by **ISI(R)**, a

Thomson scientific solution, a **Research Front** is a set of seminal papers in a specialized or highly focused area of research. A total of 16 Japanese scientists, representing 13 research fields, were identified.

esi-topics.com/RFmethodology.html
www.thomson.com/scientific/

The **History Section of the Reference and User Services Association (RUSA)** and **ABC-CLIO** announce the first **Online History Award**, which will be the first **American Library Association (ALA)** award of its kind to acknowledge the importance of Internet-based historical resources. The **History Section** and **ABC-CLIO** seek to encourage the development of freely available, sustainable online history resources with this award by singling out innovative projects and the individuals who create them. **RUSA** will present the award at the **2005 ALA Annual Conference** in Chicago.

<http://web.abc-clio.com/cgi-bin3/DM/y/hct0Bp1Lv0K4B0BL0X0Afj>

This article was recommended by several liblicense-I readers. It can be found in the **Chronicle of Higher Education**, October 1, 2004, "Who Should Own Science?" by **Andrea L. Foster** Do patents thwart research? <http://chronicle.com/prm/weekly/v51/i06/06a03301.htm>

Another liblicense-recommended article. "Open Access to Journals Won't Lower Prices," by **John H. Ewing**, executive director of the **American Mathematical Society** in the **Chronicle of Higher Education**, October 1, 2004. <http://chronicle.com/weekly/v51/i06/06b02001.htm>

John Weible will not be able to make it to the **Charleston Conference Lively Lunch** on Friday regarding the **Online Resource Registry**. He and his wife are expecting twins the last week of October and she will not let him come to the conference. Imagine that! But, on second thought, I guess this is reasonable. BUT, **Michael Norman** <manorman@uiuc.edu> and **Wendy Shelburne** will be running the **Lively Lunch** without him. Hooray!

Speaking of babies, **Thelma Diercks**, the guest editor of this issue of *ATG*, may or may not be in **Charleston** in November. She is expecting a grandbaby around the time of the **Conference**.

More about babies. The focused and perfect **Janet Flowers** <jflowers@email.unc.edu> sent me an adorable picture of her new little grandson who is 8 1/2 months old. But boo hoo! Janet will not be in **Charleston** this year, unfortunately, because she is in the throes of migration to **Millennium**.

Focusing on **Millennium**, the **San Antonio Public Library** has selected **Millennium** to meet their service and staff needs. Included in this selection were **Innovative's MetaFind** (metasearching) and **Web Access Management** (online authentication) products, as well as a Spanish-language, Web-based OPAC. www.iii.com/

While we're thinking about **Janet**, I wanted to tell you that she introduced me by email to the lovely **Rebecca Kemp** <rkemp@

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Rumo(u)rs from Paddington

by **Daryl Rayner** (Marketing Director, xrefer; Phone: +44 (0) 20 7479 9204; Fax: +44 (0) 20 7479 9212)
<daryl@xrefer.com> www.xrefer.com www.xreferplus.com

Weather update (very important if you are English!): after an appalling summer, there were hopes, supplied by the weather gurus, that we would experience an Indian summer. Some hope. It's been raining and overcast for the past six weeks —But life has been sunny and bright in the world of information!

The **Man Booker** prize for fiction 2004 shortlist has been announced. <http://www.bookerprize.co.uk/>. As controversial and colourful as ever. The winner will be announced on October 19th. I will let you know.

Wiltshire have launched their **Wiltshire Community** history pages <http://www.wiltshire.gov.uk/community/>. The site <http://www.wiltshire.gov.uk> contains information on 261 **Wiltshire** communities covering the whole of the **Wiltshire County Council** administered area of the county. Every community page has certain basic information, such as local administrative bodies, population from 1801, newspapers for the area, lists of maps, registration district, and links to other sites of interest.

Therapy a unique initiative from **Future Drugs Ltd** <http://www.future-drugs.com> has launched. The publishers say that it will be an open-access bimonthly forum for rapid publication of original research findings in medicine, augmented with commentary and analysis from international experts. All articles submitted for publication will be subject to rigorous peer review.

CILIP are organizing "an executive briefing" on 3rd November to explain and discuss the implications of the **Freedom of Information Act** which comes into force in the UK on January 1, 2005. <http://www.cilip.org.uk/training/training/foi.htm>

The **EUSIDIC** annual conference is taking place in October in Helsinki, Finland — October 17-19, 2004. Along with representatives from **Factiva** and **xrefer**, the program features a keynote by the director of the **National Library of Finland** <http://www.eusidic.org/>.

The **Open Repository** has been launched. This is a repository service for institutions provided by **BioMed Central**. It offers professional help to quickly and easily build, launch, maintain, and populate institutional repositories. The service has been designed to be flexible and cost-effective. **BioMed Central's** economy of scale makes it possible for institutions that could not otherwise afford to, or lack the infrastructure or technical capacity in-house, to set up repositories <http://www.openrepository.com/>.

Librarians have triumphed on a British quiz show called **University Challenge**. The team from the **British Library** beat off a challenge from **Oxford University Press**. The show's host said that he was particularly impressed with the **British Library's Kathryn Johnson**. He praised her knowledge of "extreme ironing and railway engine designers!"

I hear that the **Australian Digital Theses Program** has been launched <http://adt.caul.edu.au/>. Its aim is to create a national collaborative distributed database of digitised theses produced at **Australian Universities**. The **ADT** database provides access to PhD and Masters by Research theses.

I'm pleased to announce that **Sue Mace** is the new Executive Officer for **CILIP Cymru/Wales**. **Sue** replaces **Huw Evans** who left in May to be head of Advice and Support at **cyMAL**. Good luck, **Sue**.

Don't forget to put **Online 2004** in your diaries. It will be running from 30th November - December 2nd at Olympia, London

office) or <mark_walter@verizon.net>. Mark is still pursuing other editorial and consulting opportunities. Hope to hear more from him some day soon.

Nature Publishing Group (NPG), in partnership with the **European Molecular Biology Organization (EMBO)** has launched a new international publication — **Molecular Systems Biology**. The journal will be available as a peer-reviewed online-only publication in Spring 2005, with an 'author-pays open access' pricing model.

www.embo.org
www.nature.com
www.signaling-gateway.org/

Sue House, lis-e-books list owner tells us that "Ebooks in UK Public Libraries: Where We Are Now and the Way Ahead" is the latest Issue Paper from the **Networked Services Policy Task Group**. It can be located at

BRAINTEASER

QUESTIONS:

1. In which American city is the White House — the home of the president?
2. What is the present name of the country that used to be called "Siam"?
3. Which country consists of two islands separated by the Cook Strait?
4. What is the largest state of the USA?
5. The city of St. Petersburg had two different names before it reverted to its present name. Give one of these two former names.
6. The island of Crete is part of which country?
7. Which large island, a dependency of Denmark, was discovered in about 982 by Eric the Red?
8. Is the city of Mecca in Iran, Iraq or Saudi Arabia?
9. Which group of English islands includes St Mary's, Tresco and Bryher?
10. The Kiel Canal joins which two seas?

ANSWERS:

To find out the answers, and to see just how well you did, visit <http://www.xrefer.com/atg>.

<http://www.online-information.co.uk>. Hope to see some of you there!

Until next time! **Daryl**

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email.unc.edu> who has sent me several meeting reports for **And They Were There**. You'll see at least some of them in the **Dec/Jan** issue coming up.

And one more baby. Was talking to the beautiful **Colleen Campbell (Casalini Libri)** <ccampbell@casalini.it> who was telling me that her colleague, **Marta**, has been on maternity leave and is expecting a baby shortly.

The wonderful **Mark Walter** (Consultant in Content Technology Strategies) <mark_walter@verizon.net> who spoke to us many years ago in Charleston about the eBook phenomenon is now doing work with **Frank Gilbane's Bluebill Advisors** <http://www.bluebilladvisors.com> as well as on his own. He can be reached at: (215) 643-1878 (home

www.ukoln.ac.uk/public/nsptg/e-books/.

We told you this in September (see **ATG**, **Rumors**, p.16) but it's worth repeating. **AcqWeb**, created and maintained since 1994 by **Anna Belle Leiserson** of **Vanderbilt University**, has now been migrated to **Appalachian State University** (current home of the electronic list, **ACQNET-L**) and will be henceforth maintained by **Paul Orkiszewski**, Acquisitions Coordinator for **ASU Libraries**. Contact Paul at: <orkiszewski@appstate.edu> with any questions or concerns. And more importantly, change your bookmark for **AcqWeb** to: www.acqweb.org.

Patrons of the **Las Vegas-Clark County Library District** can now access popular eBooks from Internet-connected computers — <http://ebooks.lvccld.org/>. **OverDrive, Inc.** supplied the technology for the new service.

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<<http://www.against-the-grain.com>>

REMEMBER WHEN?

Subscription Agencies were *service* businesses and your account was as important as any other account your agency handled?

Basch Subscriptions, Inc. provides serial *service* that saves you and your library both time and money. Any agency will take your order, only **Basch Subscriptions, Inc.** will prove its commitment every day with the personal service you deserve.



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LVCCLD has experienced a 93% increase in circulation in the last four years, and a population surge of 300,000 is expected during the next five years. **Clark County** has been the fastest growing county in the U.S. for the last two decades. The District's Executive Director, **Dan Walters**, said, "High-speed Internet connections are being built into almost every new home in **Clark County**. This allows us to deliver library services online, including **eBooks** and digital audio books." www.overdrive.com/

Scholarly Information Strategies (SIS), the international management and marketing consultancy serving the scholarly publishing industry, has appointed **Tracy Shaw** as Market Research and Business Development Manager. Tracy joins **Scholarly Information Strategies** with more than seven years experience in marketing communications. Most recently she served as Marketing Manager for **CABI**. Previously, at **CatchWord**, she was in charge of marketing communications and market research. You'll remember that **Simon Inger** and **Chris Beckett** founded **Scholarly Information Strategies** in April 2003 to assist libraries and publishers solve problems associated with, and explore the opportunities offered by, the electronic publication of books and journals. <http://www.scholino.com/>

Bam Zowie! Was talking to the fabulous **Stuart Grinell** <stuart@absbook.com> just yesterday who has relocated with his family recently to Chicago. Stuart reports that the awesome **Gary Herald** <gary@absbook.com> and his wife just celebrated their 25th (I think?) wedding anniversary a week or so ago. Like great! Congratulations!

The **Indian Association of Special Libraries and Information Centres (IASLIC)** was established in 1955 and is celebrating 50 years of existence. To commemorate its **Golden Jubilee** year, IASLIC is hosting an **International Conference on Information Management in a Knowledge Society {ICIM2005}** in Mumbai, India from February 21 - 25, 2005. The complete details are available at <http://www.icim2005.org/index.htm>

Nominations are being sought for the **Bowker/Ulrich's Serials Librarianship Award for 2005**. The Award is presented by the **ALCTS (Association for Library Collections and Technical Services) Serials Section of the American Library Association**. Deadline for nomination submissions is December 1, 2004. For more information, contact **John Radencich**, Chair, Bowker/Ulrich's Serials Librarianship Award Committee, Library-Cataloging Dept., Florida International University, Miami, Florida 33199. Phone: 305-348-3785 <radencic@fiu.edu>.

The **Société Française des Microscopies** and the **Société de Biologie Cellulaire de France** are announcing that from 1 January 2005 the jointly owned journal **Biology of the Cell** will be published by **Portland Press Ltd**. **Portland Press** is the wholly owned subsidiary of the **Biochemical Society**. For more information, contact the fabulous **Adam Marshall** (Director of Marketing and Customer Services, Portland Customer Services, Commerce Way, Colchester CO2 8HP, UK) <adam.marshall@portlandpress.com>.

Did you know that in 2002, the U.S. "core" copyright industries accounted for an estimated 6% of the U.S. gross domestic product (\$626.6 billion)? The **International Intellectual Property Alliance (IIPA)**, a coalition of six copyright trade associations, has just released its latest economic study which indicates that the U.S. copyright industries continue to lead the U.S. economy in their contributions to gross domestic product (GDP), job growth, and foreign sales/exports. **Copyright Industries in the U.S. Economy: The 2004 Report**, written by **Stephen Siwek of Economists Incorporated** for the IIPA, updates previous studies and details the economic impact and contributions of U.S. copyright industries. www.iipa.com

BioMed Central, the **Open Access Publisher**, will reinstate a flat fee FTE membership pricing model for renewing individual institutions for 2005. This short-term measure is in direct response to feedback from customers. **BioMed Central** held a consultation workshop, with member librarians and funding organizations, at the end of August to discuss the future mechanisms for funding Open Access publishing. The attendees concluded that it is logical that Open Access publishing is paid for from research funds. **BioMed Central** will work on these recommendations to put processes in place to gather payment from research grants directly. However, in the short-term the support of individual libraries for Open Access is key. www.biomedcentral.com/

The **Alliance for Taxpayer Access** welcomes the endorsement of the **National Academy of Sciences** for the proposal by the **National Institutes of Health (NIH)** to provide "open access" to taxpayer-supported biomedical research. The NAS statement specifically endorses the NIH initiative and concludes by saying, "We reaffirm our conviction that the interests of science — both in biomedicine and other areas — are best served by ensuring that ideas and information are exchanged as freely and rapidly as possible. We look forward to participating in the continuing evolution of scientific publishing, and we applaud the NIH for taking this important step." www4.nationalacademies.org/news/nsf/isbn/s09162004?OpenDocument

A new report published by **LISU**, based at **Loughborough University**, offers some valuable insights into scholarly journals pricing over the last decade. Among the findings are average price increases by publisher ranging from 27% to 94% over the period 2000-2004, and biomedical journal prices per page ranging from £0.31 (approx. \$0.55) to £0.98 (approx. \$1.75) in 2004 (average by publisher). The report was originally commissioned by **Oxford Journals**, a division of **Oxford University Press**. As part of the survey **LISU** analyzed data from twelve named scholarly publishers, including, taken over a 5-year period (2000-2004), plus 1993 as a base year for comparison. General analysis was carried out on around 6,000 journals spanning all subject areas, then detailed analysis focused on identifying average journal prices, per page and per impact factor point on Biomedical titles. **Oxford Journals** was encouraged by its place in the overall picture. www.lboro.ac.uk/departments/dis/lisu/pages/publications/oup.html

The **International Coalition of Library Consortia (ICOLC)** has released a second update to its **1998 Statement of Current Perspective and Preferred Practices for the Selection and Purchase of Electronic Information**. Last updated in 2001, this Statement continues to address issues vital to libraries at a time of rapid evolution in the access to electronic information resources. Now available on the **ICOLC Website** is the "Update No. 2, Pricing and Economics." It focuses predominantly on crucial financial topics, while updating and reaffirming the broad goals of library consortia as expressed in the

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Budgets, Budgeting, and Books

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The LMBS tracks data for the prior year's expenditures (i.e., LMBS 2000/2001 reports data from fy 1999/2000). The Survey endeavors to document library materials expenditures for monographs and serials as a ratio and in dollars. The LMBS does not always succeed in precise reporting of monographs/serials data, a result of some libraries reporting the ratio of the two formats together for a total of 100% while other libraries reported percentages for the two categories as part of the overall total budget. Electronic resources are reported as both a dollar figure and a percentage of the total library budget. Gathering of data is not easy; some figures are "best estimates".

In his concluding comments to the 2000/2001 LMBS, compiler **Robert G. Sewell** makes these observations. "Budgeting is the art of bringing policy to life by putting your money where your mouth is. From the data compiled here, there are some clear reflections of institutional policies and local exigencies. Libraries have been positioning themselves with their materials budgets in regard to the access vs ownership debate: how much to spend on mechanism for getting access to materials not owned or leased (through ILL, document delivery, bibliographic utilities) and how much to spend on acquiring and maintaining materials (print and electronic purchases, binding, etc.). These materials budget decisions do not necessarily translate into experimental vs traditional library practices. Each strategy has elements of both."¹

In the tables below, the percentages are derived from Narrative Summary Reports for several LMBS years. Note: The url for the LMBS data is given in the column for fiscal year. The year of data source and fy being reported may or may not match (i.e., data for fy 1996/1997 in Table 1 is reported from LMBS 1998/1999). It is possible that updates reported in subsequent years were printed in later LMBS Narrative Summary Reports.

**TABLE 1: Electronic Resources:
Average Percentage of Total Budget**

Fiscal Year	% of Total Budget
1995/1996 ¹	6.7%
1996/1997 ²	7.0%
1997/1998 ²	9.0%
1998/1999 ²	10.0%
1999/2000 ³	No report available
2000/2001 ⁴	13.5%

1. <http://www.arl.org/scomm/lmbs/lmbs97.html> 1996/97 LMBS
2. <http://www.arl.org/scomm/lmbs/lmbs99.html> 1998/99 LMBS
3. <http://www.arl.org/scomm/lmbs/lmbs2000.html> 1999/2000 LMBS
4. <http://www.arl.org/scomm/lmbs/lmbs2001.html> 2000/2001 LMBS


**TABLE 2: Serials and Monographs:
Average Percentage**

	Serials	Monographs
1995/1996 ¹	62.9%	36.2%
1996/1997 ¹	62.2%	35.1%
1997/1998 ²	59.7%	32.6%
1998/1999 ²	59.7%	32.6%
1999/2000 ³	57.0%	34.2%
2000/2001 ⁴	62.2%	33.5%

1. <http://www.arl.org/scomm/lmbs/lmbs98.html> 1997/98 LMBS
2. <http://www.arl.org/scomm/lmbs/lmbs99.html> 1998/99 LMBS
3. <http://www.arl.org/scomm/lmbs/lmbs2000.html> 1999/2000 LMBS
4. <http://www.arl.org/scomm/lmbs/lmbs2001.html> 2000/2001 LMBS

What is clear from **Table 1** is that expenditures for electronic resources, both serials and monographs, have steadily increased. Drawing conclusions from **Table 2** is less clear. **Mr. Sewell** observed, "There is a distinct change in the trend toward increasing the amount devoted to serials at the expense of monographs."²

If students and faculty members turn to online library materials before printed ones, as **Scott Carlson** reported in the *Chronicle of Higher Education*,³ should we worry about how much money is spent on books? "Do Libraries Really Need Books?" was asked by the same author in an earlier *Chronicle* article. Some institutions building new libraries — the **College of Charleston**, **Duke University**, and the **Georgia Institute of Technology** named in the article — planned libraries where online resources were a top priority "to the distress of librarians and faculty members who find printed materials crucial to learning."⁴

In this issue of *Against the Grain*, writers explore budgets, budgeting, and the book. The articles follow the book from a publishing house (**Oxford University Press**) to a book vendor (**Blackwell's Book Services**) to librarians representing a diverse group of institutions in Canada, Guam, Hong Kong, Oregon, and Washington State. 

Endnotes

1. Robert G. Sewell, "Library Materials Budget Survey 2000/2001," <http://www.arl.org/scomm/lmbs/lmbs2001.html> (accessed August 16, 2004).
2. Robert G. Sewell, "Library Materials Budget Survey 1998/1999," <http://www.arl.org/scomm/lmbs/lmbs99.html> (accessed August 16, 2004).
3. Scott Carlson, "Students and Faculty Members Turn to Online Library Materials Before Printed Ones, Study Finds," *Chronicle of Higher Education*, Thursday, October 3, 2002. <http://chronicle.com/free/2002/10/2002100301t.htm> (accessed August 16, 2004).
4. Scott Carlson, "Do Libraries Really Need Books?," *Chronicle of Higher Education*, July 12, 2002. <http://chronicle.com/free/v48/i44/44a03101.htm> (accessed August 16, 2004).

Rumors

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previous **ICOLC** statements. Consortia are very much concerned that the development of economic models in electronic scholarly publishing continues to fall far short of the needs of libraries and the communities that

we serve. The cost of information access continues to grow while library budgets shrink or flatten, and alternatives to greater and sustainable value continue to be limited. For example, the Update notes that the transformation to flexible pricing models, as well as to electronic-based pricing (with print becoming the optional medium), is spotty and in-

complete at best. For example, the highly controversial "big" or "package" deals must evolve to permit orderly expansion and contraction to meet fluctuation or reduction in library budgets. In consultation with library customers, publishers must develop additional progressive pricing models, if library

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Why Books (still) Matter from page 20

whether the book hasn't really lost its punch as a medium? Aren't people simply reading less?

On the one hand, commentators point to the influence of technology and information overload as a causal factor in diminishing our attention span and reducing our ability and desire to read in a sustained fashion. On the other, phenomena such as the resurgence of book clubs in America and the proliferation of bestselling works of non-fiction in recent years, suggest a populace clamoring for compelling literature and reliable, high-quality analysis as an antidote to our info-bit culture and the increasingly flighty nature of television journalism.

What do these divergent factors mean for the future of the book? To arrive at a semblance of an answer to the book's future, we must differentiate between fiction and non-fiction books (and, arguably, even between different levels of non-fiction), since "books" is an impossibly broad and useless term for the purposes of this exercise. Fiction faces challenges all its own and is, by its very nature, a highly unpredictable, mercurial business. By comparison, the publishing of academic non-fiction tends to be more steady and predictable. Leaving fiction out of this discussion all together, let's talk simply about that most often debated off-spring of the academy: the monograph.

The Monograph

If not terminally ill, the monograph is certainly suffering from a seemingly incurable malady. Fewer and fewer monographs sell every year and, even when the steady southward trajectory plateaus for a spell, along comes the latest fiscal crisis or round of state budget cuts to imperil already austere library budgets.

If we can agree that the act of researching and writing about a given topic in an expository, analytical manner over the span of 150-350 pages continues to be the most sensible and viable way to think deeply about a topic, we then must ask ourselves whether the problem lies not with the format, but with the delivery vehicle.

In an information environment fueled by the ability to search over vast regions of the Web, the book *qua* book seems increasingly limited. As librarians are quick to point out, students are visiting the library stacks less and less. Who can argue in support of the fundamental inefficiency of physically trolling through individual volumes to conduct research? If the oft-made distinction between immersive content (reading from beginning to end) and extractive content (consulting portions piecemeal) holds true, the academic monograph as a physical object—free-floating, without a direct link to other scholarly entities and unsearchable save for an embedded index—seems rather unhelpful, even anachronistic.

While any self-respecting publisher will resist the facile notion that "information wants to be free" (a frequently invoked mantra of the "copyleft"), surely we can agree that it would be beneficial to liberate the information contained within a book from the constraints of its covers. Archives such as JSTOR, for instance,

have already demonstrated the formidable research potential of aggregated content. Academic books, and their prospective users, benefit considerably when these books are digitally grouped in a useful and scholar-friendly manner.

Oxford Scholarship Online

To test this hypothesis, Oxford has just launched one of the most ambitious digital projects in its recent history: **Oxford Scholarship Online (OSO)**, an archive soon to include thousands of scholarly books (<http://www.oxfordscholarship.com/oso/public/index.html>).

OSO enables users to search across hundreds of thousands of pages of text through keywords and abstracts of books and their chapters. With this added functionality, these books can then behave, in an online environment, much like journal articles, without losing their organic integrity as a sustained intellectual entity (e.g., a complete book). While OSO is still in its infancy, the early signs are encouraging, as the archive has already garnered several awards for its design and user-friendliness. OSO is being used by a host of academic communities around the world, from Calgary to Melbourne, from Texas to Sweden. Usage figures from subscribing institutions suggest that a wide range of scholarly books are being consulted, arguably affirming the utility of the traditional academic monograph in meeting the needs of faculty and students in this new online format. OSO is also resulting in a dramatic expansion of the audiences who have access to high-level scholarly work, giving further substance to the idea that geographic boundaries impede electronic publishing significantly less than they do print publishing. Specialist institutions, such as religious colleges, are subscribing and making a core collection of religion and theology monographs available. Similarly, universities in Africa and Eastern Europe that would not have traditionally been able to buy these monographs are now subscribing to the entire collection.


OUP is also engaged in a research project, funded by the **Andrew W. Mellon Foundation**, intended to explore the feasibility of a multi-publisher online archive consisting of university press "deep backlist" content. **The Online Resource Center for Humanities (TORCH)** <http://www.libraryjournal.com/ar->

<http://www.libraryjournal.com/article/CA415369> hopes to draw university presses, librarians, and researchers into conversations to discern the most viable model for such an undertaking.

The Future of Monographs

Even as we are constantly—nervously, excitedly—projecting our future and indeed the future of scholarly communication, it seems appropriate to close with a publishing principle that is deeply counterintuitive but absolutely core to the university press enterprise, namely: Quality doesn't always sell. Good academic books often appeal only to a very small cross-section of scholars within a particular discipline. And, often you simply must publish these books anyway.

At **Oxford University Press**, we make a conscious effort not to conflate the intellectual value of a given work with its commercial potential. I suspect most readers of serious non-fiction would be staggered at the size of the market for even those academic books geared at the general reader, largely because we still equate high-profile print publicity with automatic sales. In fact, every university press publisher has a story (or several) of a book that was favorably reviewed in the *New York Times Book Review* or the *Washington Post* or *USA Today*, and yet did not sell out its modest first printing of 2,000 copies. (Recently, an Oxford book, priced at \$35, was named an *Atlantic Monthly* Book of the Year, in addition to receiving a number of other glowing reviews and benefiting from a vigorous advertising and promotion campaign. All told, the book sold fewer than 700 copies in North America.)

In closing, even as we grapple with harsh realities both old and new, if we surrender our role as advocates for ideas, as champions for authors and their work, as purveyors of the counterintuitive, the provocative, the unpopular, we risk reducing ourselves to aggregators or formatters, to a future in which we are a much smaller link in the information chain than we should by rights represent. And, we must safeguard against that tendency, even as we try to invent the future, as we debate the virtues of XML vs. PDF, as we ponder institutional repositories and e-reserves, as we pore over supply chain reports and inventory spreadsheets. The core work of publishing is aided by all these tasks but it must never be replaced by them. 

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users are to take advantage of highly functional electronically produced and delivered information. Through this statement, the **ICOLC** continues to reflect the dynamic nature of information services to libraries and the need for library consortia to influence the practices of the vendor community on a global basis. This update is initially endorsed by over 50 consortia in 12 countries. More are expected as consortia complete their review and approval processes. The complete Update and endorsers' list can be found at www.library.yale.edu/consortia/2004currentpractices.html

This news from the TRULY INCREDIBLE

Lyman Newlin. **Paul Negri** will take over **Dover Publications** after the retirement of current president **Clarence Strowbridge** retires on Oct. 1.

The American Theological Library Association (ATLA), a not-for-profit association of theological libraries and librarians, is pleased to announce the appointment of **Margot J. Lyon** as its Director of Business Development. Most recently, Ms. Lyon was Director of Business Development and Marketing at **Probe Group, LLC**, a market-research consultancy.

Simon Dessain (currently COO) has been appointed Chief Executive of **Ingenta PLC**. **Mark Rowse** (founder and currently CEO) is taking up a non-executive position on the board. Watch for more news in *ATG* Dec.04/Jan.05.

That's all we have room for right now! See you in Charleston! 